



TIER 1 ABX PROGRAM RE-LAUNCH

A strategic initiative to drive opportunities and build relationships with high-priority ICP accounts through collaborative sales and marketing efforts.

PROGRAM OVERVIEW

Tier 1 Account Program

High-priority, must-win ICP account program where the sales, sales/business development, and marketing teams collaborate to drive opportunities.

Account Selection

52 Tier 1 accounts were selected in the week of August 12 based on data and account intelligence.

Mapping Key Stakeholders

In the week of August 19, the team began identifying and mapping key members of the product security teams at the Tier 1 accounts.

Outreach and Content Development

In the week of August 26, the team continued with account mapping, started outreach via phone, LinkedIn, and email, and began developing a high-value sales play to offer each account.

Tier 1 Account List

The Tier 1 Prospect Account List is available in the Salesforce report. Please let the team know if you can contribute to relationship development with any of the accounts.

PROGRAM OBJECTIVES

- Contact Mapping

Identify and map key members of the product security teams at Tier 1 accounts to build relationships

- Personalized Sales Outreach

Conduct targeted, personalized outreach to Tier 1 accounts via phone, email, and LinkedIn to generate interest and engagement

- Social Selling

Leverage social media platforms like LinkedIn to share relevant content, engage with prospects, and nurture relationships

- Events

Host or participate in events (virtual or in-person) to showcase our solutions and connect with Tier 1 account stakeholders

- Bespoke Marketing Content

Create custom, high-value content tailored to the specific needs and pain points of Tier 1 accounts

- Custom Plays to Build Relationships

Develop and execute personalized, consultative sales plays designed to offer value and solutions to Tier 1 prospects

TIER 1 ACCOUNT PROGRAM

● Week of August 12
Tier 1 account selection
completed using data
and account intelligence

● Week of August 26
Continued account
mapping, started
outreach via phone,
LinkedIn, and email

● Week of September 9
Deploy sales play

● Week of August 19
Identified and mapped
key members of product
security teams for Tier 1
accounts

● Week of August 26
Developing a high-value
sales play to offer to
each Tier 1 account

KEY ACTIVITIES

- Identify and map key members of product security teams

Identified and mapped key contacts within the product security teams of the Tier 1 accounts during the week of August 19

- Conduct outreach to accounts

Reached out to Tier 1 accounts via phone, LinkedIn, and email during the week of August 26

- Develop & deploy a high-value sales play

Developed a tailored, high-value sales play to offer to each Tier 1 account during the week of August 26